

## REMARKS

In response to the Office Action May 22, 2006, Applicant has amended the pending independent claims.

Previously, an Office Action rejected claim 49 as obvious over Barzilai in view of Hess et al. Now, the most recent Office Action rejects claim 49 (as well as claims 50 and 51) as obvious over Barzilai in view of Hess et al. and additionally in view of Tackbary (US 6873971B1).

Claims 27-36 were previously rejected as obvious over Jecha in view of Gever. Now, Claims 27-36 and 52 are rejected as obvious over Jecha in view of Gever and also in view of Tackbary.

Barzilai relates to an electronic bid, auction and sales system. The present claim 49, as amended, relates to the entirely different field of preparing printable paper-based products, such as for example, business cards, stationary and the like. Claim 50, for example, claims the additional step of printing the printable paper product in a printer. Claim 51 specifies that the paper product comprises one of the group constituting invitations, business cards, posters, point-of-sale displays, advertising materials, coupons, event announcements, and stationary.

This is all very different from the electronic bid, auction and sales system of Barzilai, which does not teach or suggest a system for designing customized documents.

As the Examiner notes on page 4 of the Office Action, Hess relates to an online trading environment (i.e. EBAY), that facilitates person-to-person commerce. Like Barzilai, Hess does not teach or suggest a system for designing customized documents.

The newly-added reference, Tackbary, is a Hallmark patent directed toward designing a greeting card at a computer, then printing it out at a remote printing facility.

The Abstract, for example, reads:

"The user may...send the order to a card distribution center, which processes the order, retrieves and prints the selected card images including any user messages or user signature, and mails the cards to designated recipients or customers."

On the other hand, independent claim 27 and dependent claim 50 are now directed toward a system in which the an output file is generated, and then a customized document corresponding to the customized product is printed at the *user's workstation*. This could be, for example, a laser or inkjet printer attached to a personal computer or similar device. This is much different than transmitting a file via e-mail to a remote printer at a commercial printing facility, which would be impractical for many home users or small businesses creating a limited number of customized paper products, for example.

In light of the amendment to independent claim 27, it is respectfully submitted that the obviousness rejection with respect to claim 27 and its dependent claims.

In this regard, it is further noted that Gever discloses the following (per the Abstract):

"A method for creating a Web page component, including opening a remote connection to a server provided with a plurality of basic animation sequences having variable attributes associated therewith, and choosing, via the connection, at least one of the basic animation sequences. One or more of the variable attributes of the chosen animation sequence are changed, and a Web page is posted which includes the animation sequence with the changed attributes."

That is, in summary, Gever relates to displaying animation sequences on a Web page. Gever does not relate to customizing and printing a printable product.

Jecha discloses a computerized prepress, circa the filing date of 1997. As the Office Action notes, Jecha does not teach “presenting on a computer screen a list of available products and receiving from a user in response thereto a product selection defining a user’s selected product.” Indeed, this step is now recited in claim 27 as, “presenting on a computer screen a list of available printable, customizable products and receiving from a user in response thereto a product selection defining a user's selected printable product.”

Combining Jecha with Gever and Tackbary cannot yield the method as claimed in claim 27. Gever is concerned with displaying animation sequences on a Web page. Such a combination might yield using an animation sequence (Gever) in conjunction with a computerized prepress (Jecha), but Gever does not relate to printable, customizable products. Tackbary relates only to designing a card product and having it printed at a far-away "card distribution center," which is inconvenient to many users.

Claim 27 also includes the step of “printing a customized document corresponding to the customized, printable product on a printer.” Gever teaches away from such a step, as *Gever teaches displaying animation sequences on Web pages, rather than such a printing step in combination with the other claimed steps.*

In view of the foregoing claim amendments and arguments, withdrawal of the rejections and a Notice of Allowance is respectfully requested.

Request for Continued Examination is hereby made. The Commissioner may charge the fee to Deposit Account No. 06-2425. Any necessary extension of time to respond is also hereby requested.

The Commissioner is authorized to charge Deposit Account No. 06-2425 for any unforeseen fees arising from the filing of this paper.

Respectfully submitted,  
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